

Location Based Services (LBS)

Exploring the Coreness of LBS Control Points

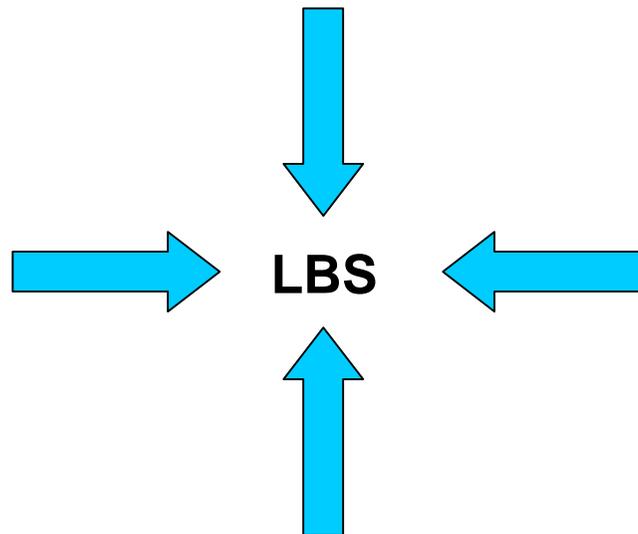
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LBS Control Points (September `04)

- Location Information**
- Location Collection
 - Location Management

- Map Information**
- Map Creation
 - Map Distribution



- Device**
- Device Creation
 - Device Distribution

- Software**
- Software Creation
 - Software Distribution

LBS Business Models (January `05)

Varying taxonomy (centralized/distributed, ownership) of LBS Control Points yields varying & probable business models:



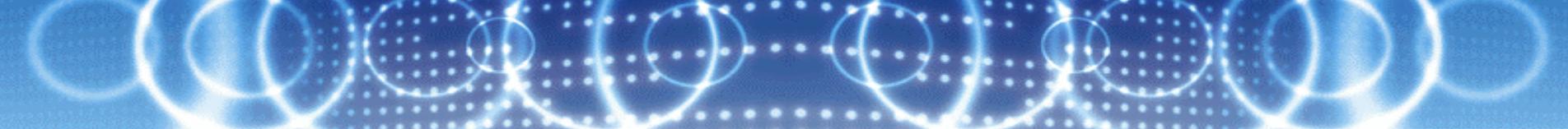
- Single-purpose Ready-made Product
- Single-purpose Ready-made Subscription
- Multi-purpose Ready-made Product



- Multi-purpose Ready-made Subscription
- Multi-purpose Third-party Subscription
- Multi-purpose Third-party Download



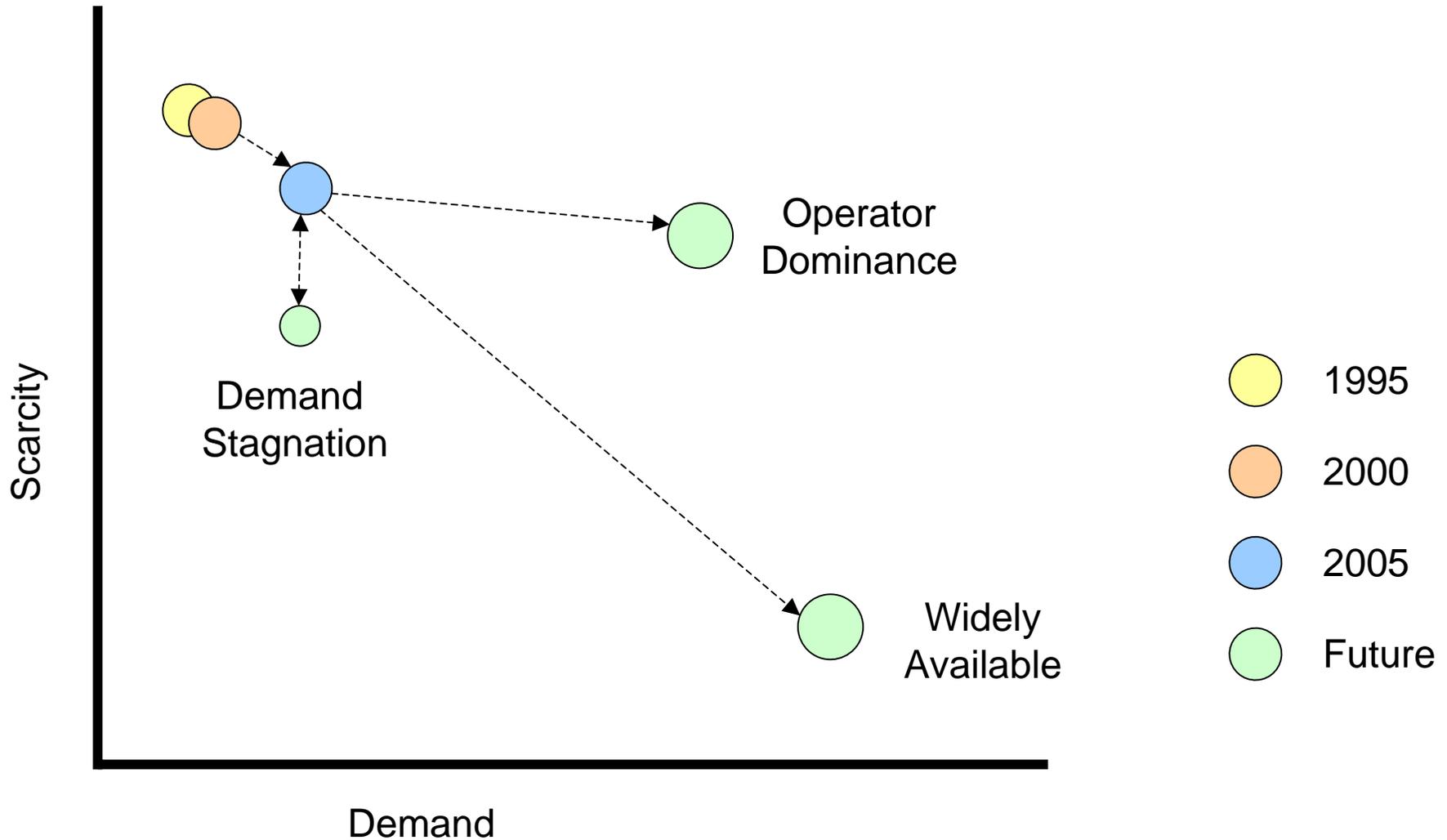
- Multi-purpose Third-party Enabling Download
- Multi-purpose Third-party Enabling Subscription



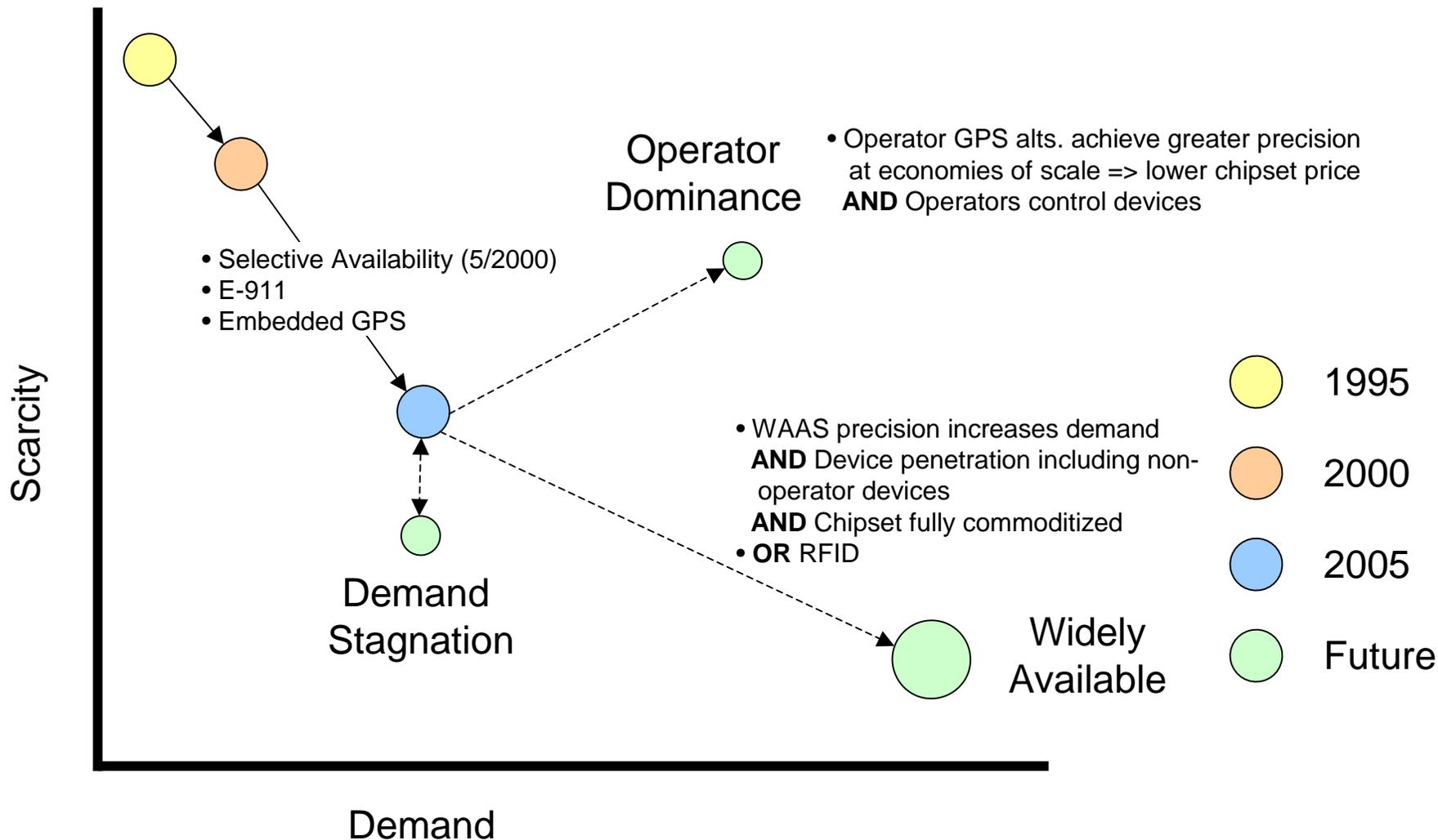
LBS Extreme but Possible Scenarios

- Demand Stagnation
 - Applications simply do not get traction, leaving niche markets but no mass market.
- Operator Dominance
 - Multi-purpose ready-made subscription business models dominate, i.e. mobile service add-ons.
- Widely Available
 - Multiple business models available from a variety of firms and in a variety of devices.

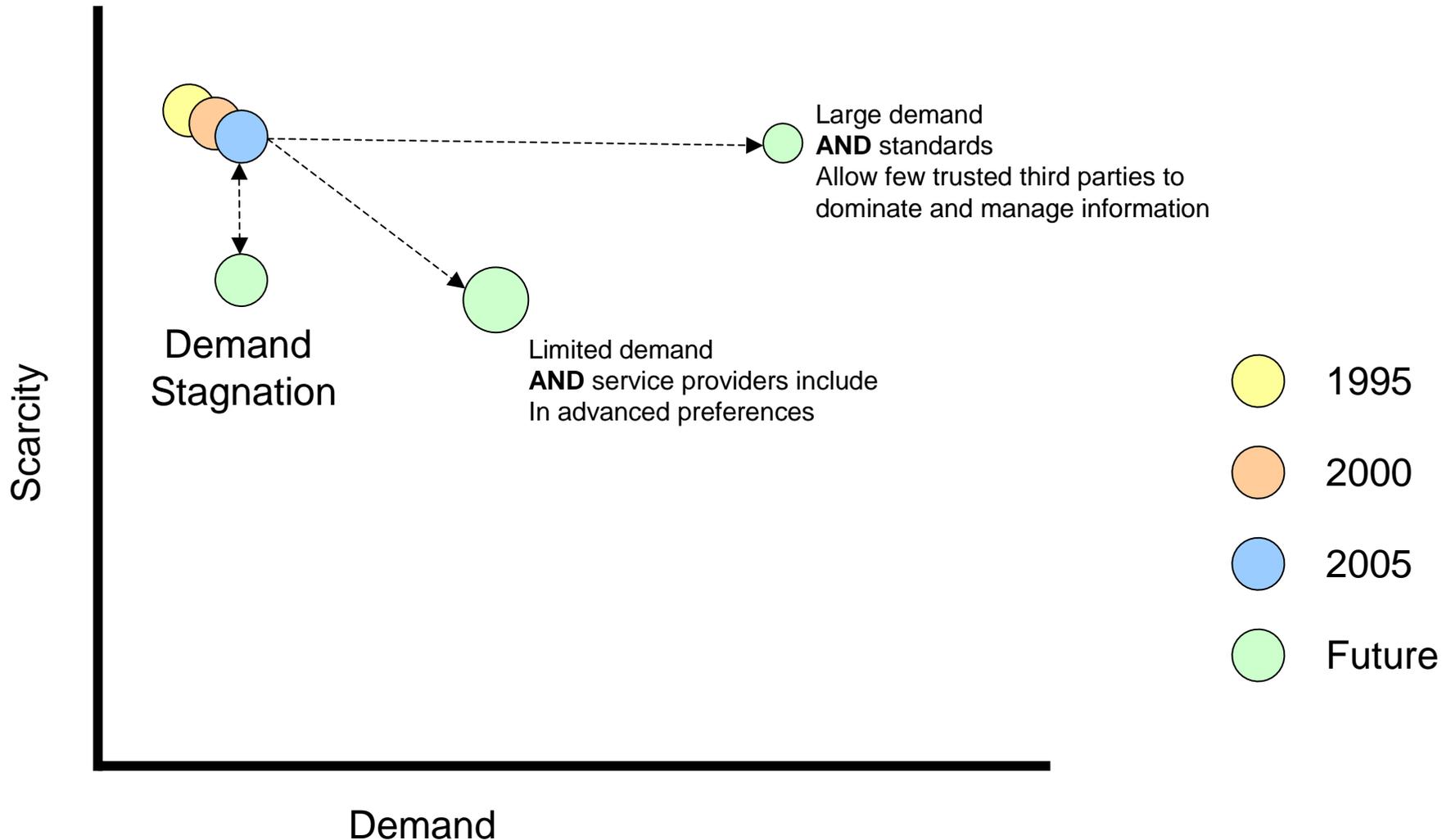
Coreness of LBS Scenarios



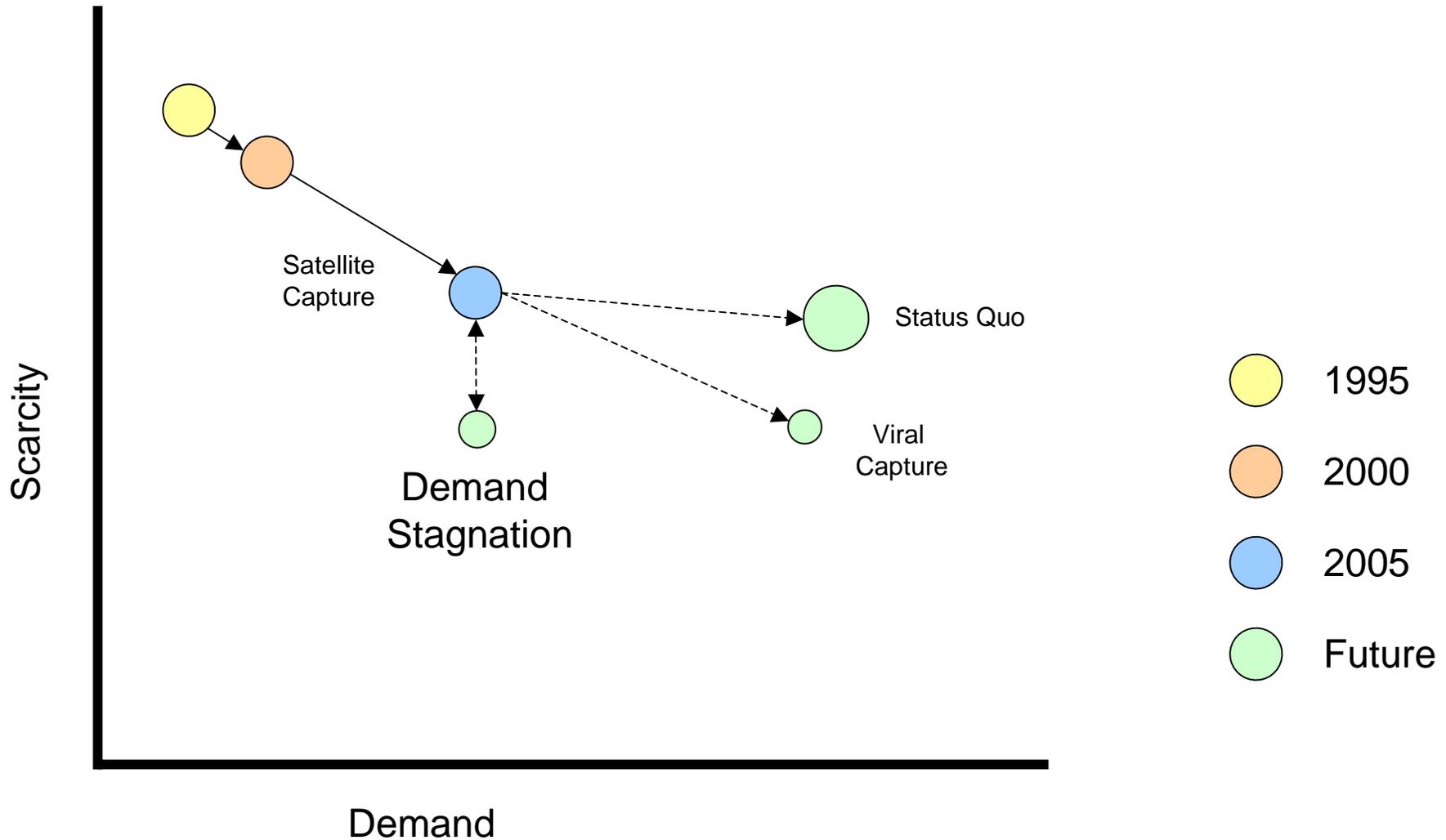
Evolving Coreness of Location Collection



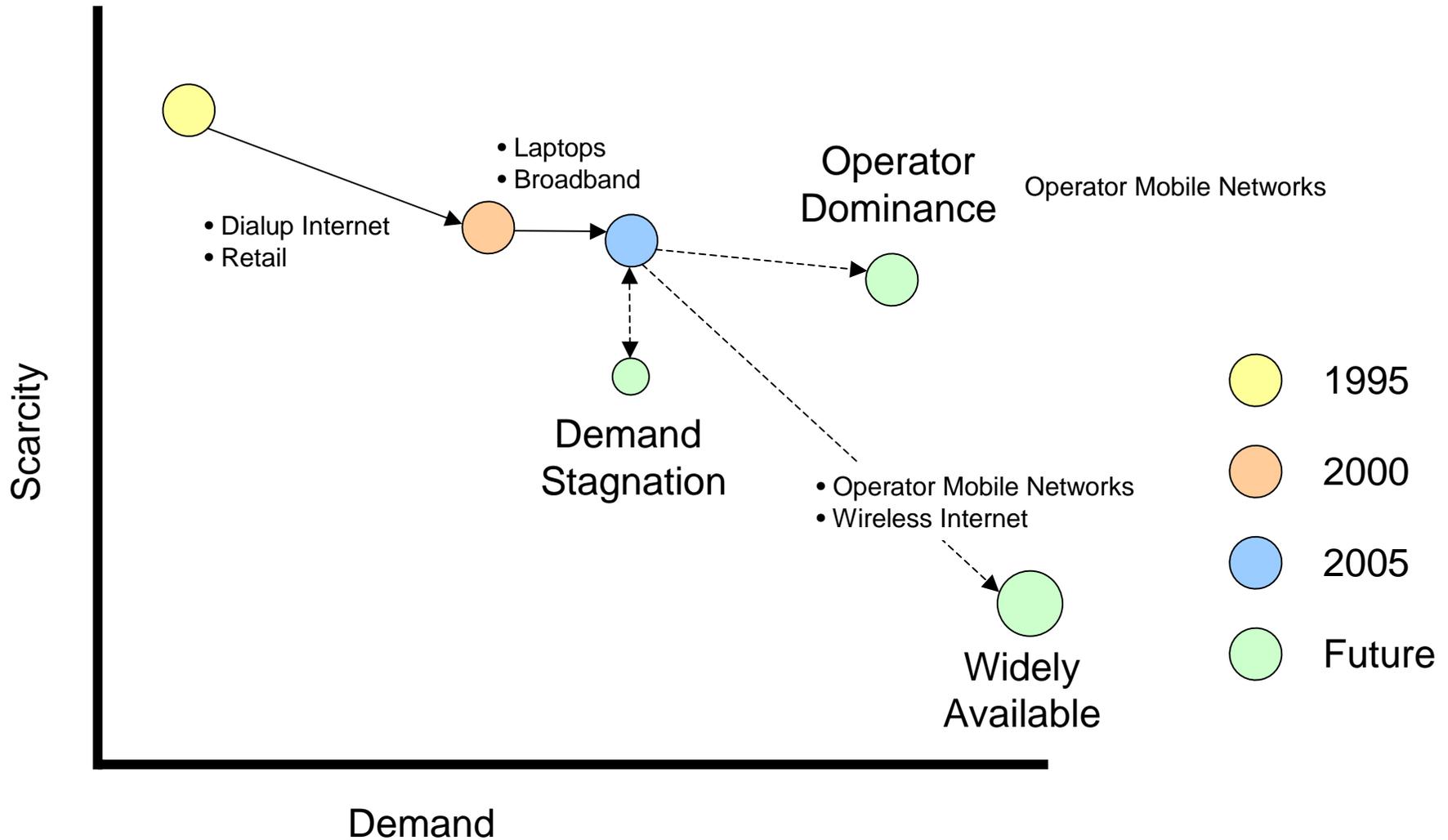
Evolving Coreness of Location Management



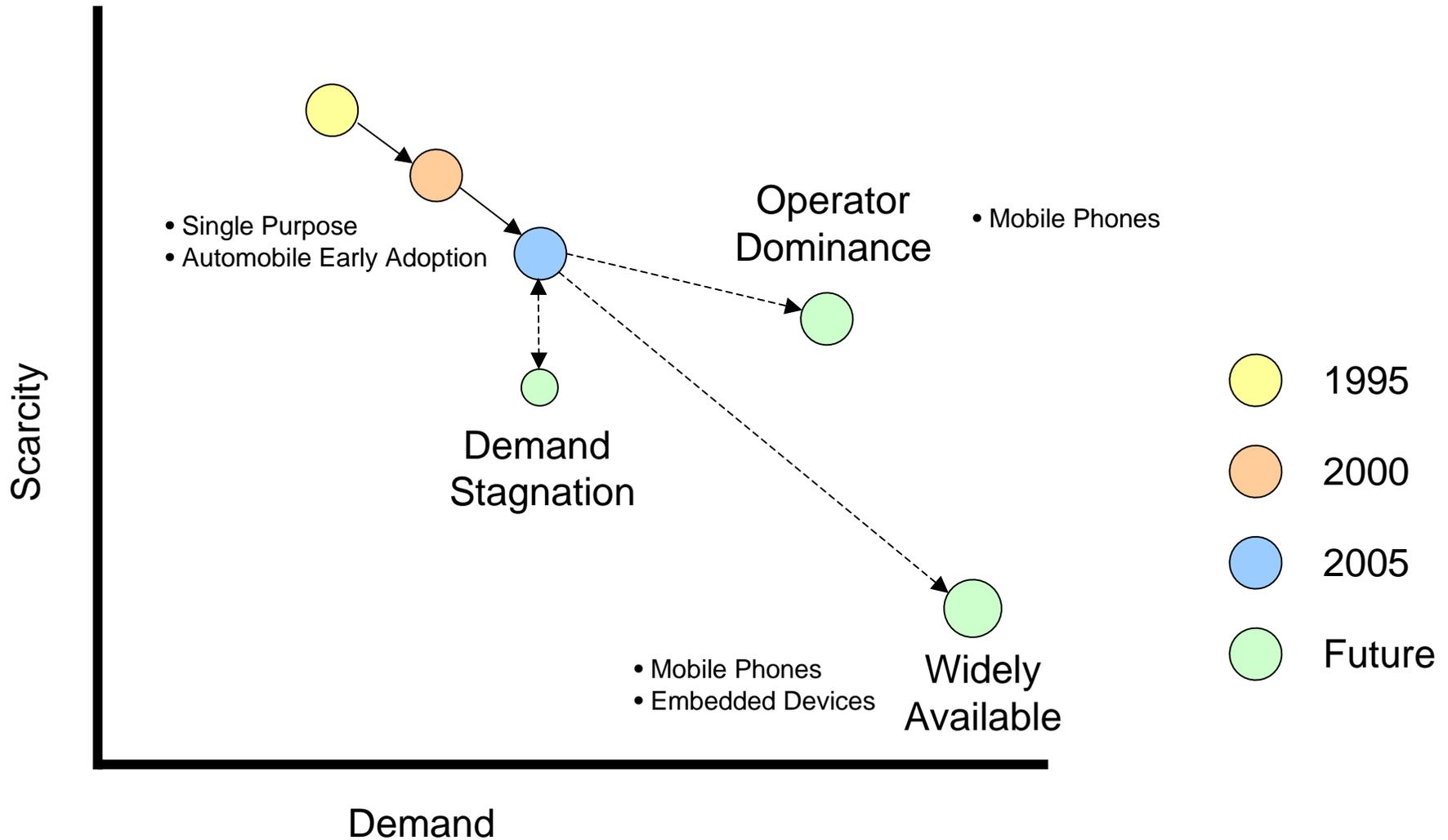
Evolving Coreness of Map Creation



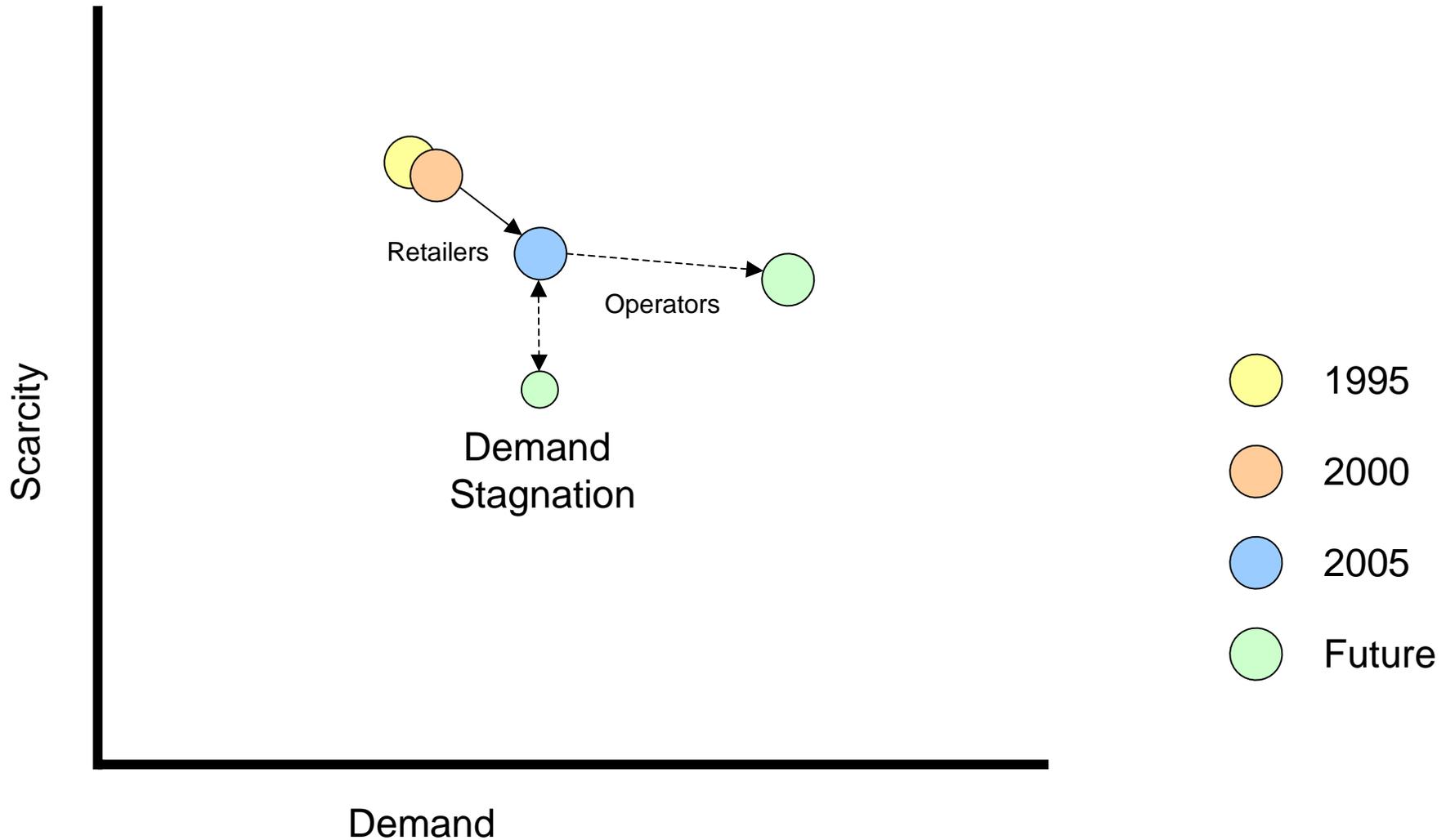
Evolving Coreness of Map/Software Dist.



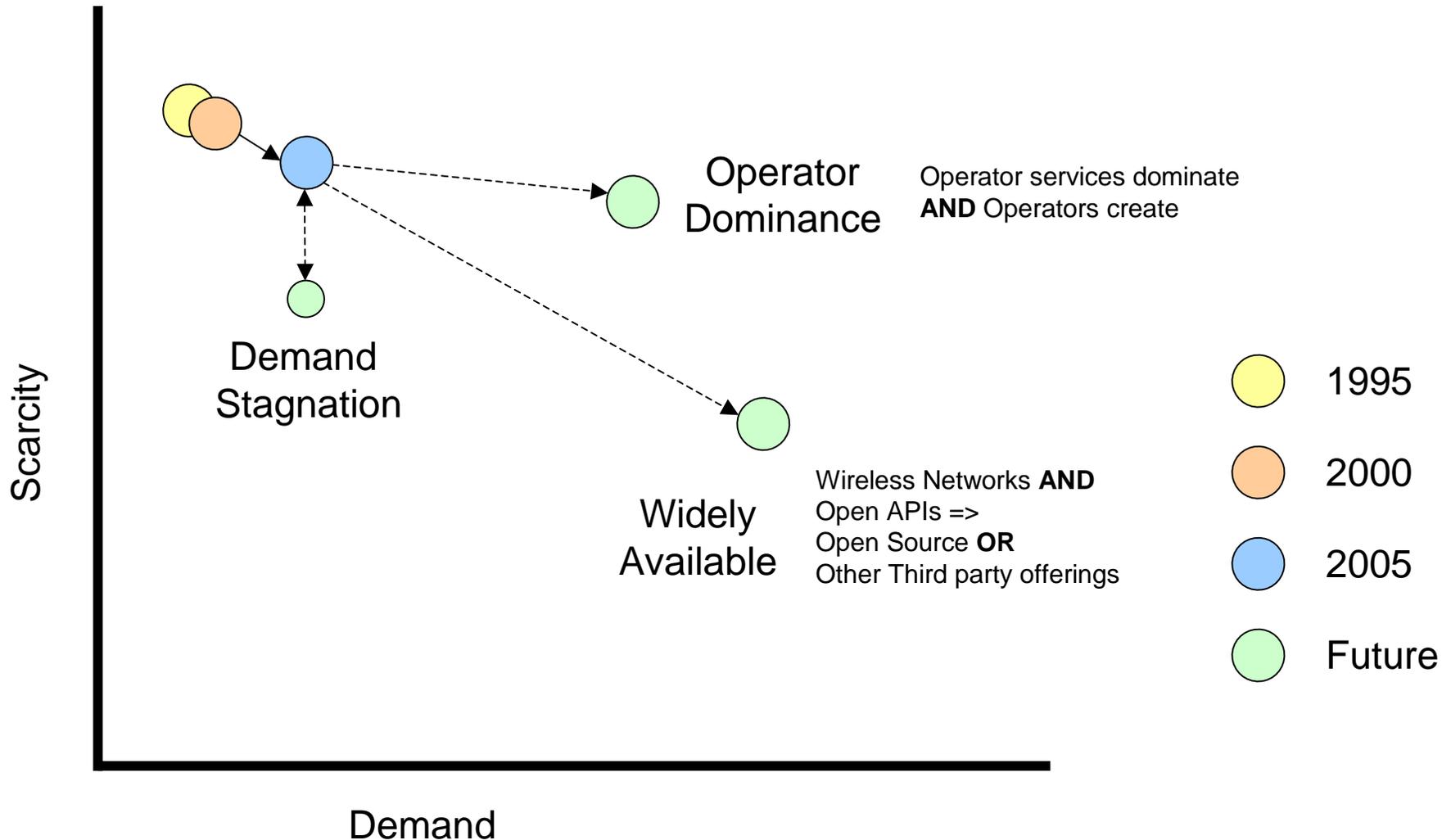
Evolving Coreness of Device Manufacture



Evolving Coreness of Device Distribution



Evolving Coreness of Software Creation



Major Triggers

